

ABSTRACT OF THE DISCLOSURE

A computer-based method implements a customized instance of a dynamic interactive voice system for a customer. The method includes configuring a call flow that incorporates multiple call flow nodes within a framework of a predetermined interactive voice response (IVR) application. The call flow nodes include different node types that are interchangeable with respect to call flow incorporation. The different node types include at least one standard node and at least one preprogrammed designer tool kit (DTK) module. The DTK modules include an application separate from the predetermined IVR application. The call flow is stored in association with an identification of the customer and activated in response to a call received at an IVR port associated with the customized instance. Configuring the call flow includes displaying at least one data field relating to a parameter of each call flow node at a display terminal and receiving data defining the parameter.